

AMENDMENTS TO THE SPECIFICATION

Page 1, 1st paragraph:

The present invention relates to a method of and a system for implementing a business method conceived by a consumer that coincides with a basic conception of a business method of a company, in particular, to a method of and a system for implementing the business method quickly and originally by active participation of consumers via a communication network in not only conceiving the business method but also implementing it.

Pages 2-3, bridging paragraph:

It is therefore an object of the present invention to provide a method of implementing an original business method conceived by a consumer quickly and originally by active participation of consumers via a communication network in not only conceiving the business method but also implementing it. The above object is achieved by a method of implementing a business method conceived by a consumer by participation of consumers in implementing the business method, comprising the steps of; gathering business methods conceived by consumers that coincide with a basic business method concept of a company; and discussing via a communication network at least one of the

gathered business methods, between a conceiver of the business method and the company, in order to implement the business method as an executable method.

Page 6, 1st and 2nd full paragraphs:

Preferred embodiments of the present invention and its advantages are best understood by referring now to Fig. 1 through 5 of the drawings. Fig. 1 shows the action of the method of implementing the business method of this invention, and Fig. 2 shows the construction of the system for implementing the business method of this invention. As known from Fig. 2, the system of this invention includes a computer of the company **1** and a computer of the consumer **3**, and the computer of the company **1** and the computer of the consumer **3** are connected via Internet **2** as the communication network. The company and a plurality of consumers can communicate with one another via Internet **2**.

As shown in Fig. 1, the company which plans to implement the business method conceived by the consumer, before gathering information about the business methods conceived, firstly establishes the basic conception of the business plan by the company, and arranges the postulates as a basis on which consumers conceive the business methods that coincide with the basic conception of the company (**S101**). The postulates, here, refer to the absolute requirements matching with the basic conception

as the point of departure, for example, "a [[" a]] business method concerning goods using newly developed material", and "a business method utilizing the Internet", etc.

Pages 6-7, bridging paragraph:

Next, the company prepares the home page that describes gathering of the business methods, and opens the home page to consumers via Internet **2** from the computer of the company ~~**1(S102)**~~ **1 (S102)**. It is suitable that the home page has input sections for the information necessary to contact the conceiver, for example, the name, the address, and e-mail address of the conceiver, and the information of the business method conceived, for example, the object of the method, the abstract of the method, a flow chart, and block diagrams, etc. Opening the above home page via Internet gives a quick and widespread announcement to various kinds of consumers. The usage of other media, for example, newspapers, magazines, TV, at the same time can increase the effect of the announcement.

Pages 7-8, bridging paragraph:

As to [[those]] that business method which the company considers implementing, the company and the conceiver discuss the business method in order to modify it and implement it to an executable method. The discussion is carried out via Internet **2** between the company computer **1** and the consumer computer **3 (S104)** in

the embodiments of, for example, a bulletin board system, chat, and e-mail. The participants to the discussion are selected depending on confidentiality, potentiality and urgency of starting the business method, etc. The discussion may be carried out between the company and the conceiver as shown in Fig. 3, or additional consumers, such as experts in the field to which the discussed business method relates and the conceivers who have conceived similar business methods, can participate in the discussion as shown in Fig. 4. The experts in the field to which the discussed business method relates are, for example, a management consultant and people of experience or academic standing, etc. The discussion between the company and consumers results to implement the discussed business method originally, and the quick implementation of the business method and the quick startup of the business are possible by utilizing Internet 2. And, in the case that the suggestion of other consumers, other than the company and the conceiver is taken into consideration, the original and well-thought out business method can be implemented from various points of view. A discussion without using the Internet can be of course carried out, for example, discussions in the form of a video conference meeting, a telephone meeting and communication via facsimiles.

Pages 9-10, bridging paragraph:

As to [[those]] that business method which the company considers implementing, the company and the conceiver discuss the business method in order to modify it and implement it to the point of being an executable business method. The discussion is carried out via Internet **2** between the company computer **1** and the consumer computer **3** (**S110**). The participants to the discussion are selected depending on confidentiality, potentiality and urgency of starting the business method, etc. The discussion may be carried out between the company and the conceiver as shown in [[Fig.3]] Fig. 3, or additional consumers, such as experts in the field to which the discussed business method relates, the conceivers who have conceived similar business methods and the conceiver of the core business method, can participate in the discussion as shown in [[Fig.4]] Fig. 4. The discussion between the company and consumers leads to implementing the business method that increases the added value of the core method originally, and quick implementing the business method and quick startup of the business are possible by utilizing Internet **2**.

Pages 11-12, bridging paragraph:

The company A selling ~~automotive~~ automotive parts plans to gather business methods conceived by the consumer that coincide with "total car life support for making lives rich" as the basic concept of the company and "a method concerning the existing

business” and “a method that utilizes the Internet” as the postulates, and to implement those together with consumers to the point of being an executable method. Next, the company A prepares the home page that has input sections for the name, the address, and e-mail address of the conceiver, and the object of the conceived method, the abstract of the method, a flow chart, and block diagrams as well as the announcement of gathering such proposed business methods from consumers, and opens the home page to consumers via the Internet from the company computer. The consumers B, C and D who have read the home page, conceive business methods that coincide with the above basic concept of the company and the postulates, and access the above home page via Internet [[2]] from each computer, and propose the business methods by inputting the information to the input sections. The company A selects the method conceived by the consumer B, “the method of mediating between the company A and consumers by delivering maintenance information to consumers”. The company A discusses via the Internet details of the contents and how to deliver, with the conceiver B and the system engineer E as the expert, in order to implement the method to the point of being an executable method, and then the company A executes the sufficiently implemented method. The company A rewards the conceiver B by making B as a business partner.

Page 13, 1st full paragraph:

After one year from starting the method, the company A has better profit obtained by executing the methods conceived by B and F. So the company A shares, for example, 5% of the profit to B and 2% to F, and discloses to the public via the Internet as to the information containing the business methods executed, the name of B and F, the situation of executing the methods, and the profit obtained by executing the methods. [[Fig.5]] Fig. 5 shows the summary drawing of the above example.